Company Presentation Tips

MIT students attend company presentations to network with company employees, learn about opportunities that allow students to use their skills and gain new experiences, and to become familiar with a company’s recruiting practices. MIT students typically visit your website and company LinkedIn profiles prior to attending your company presentation for more information prior to your presentation, therefore it is best for companies to use their presentation time to engage with students, and emphasize what your organization has to offer. Here are some tips on how to gain the most out of your information session at MIT:

The Presentation Format

- Start your presentations five or ten minutes past the hour—This gives students time to get to the location after classes and athletic obligations.
- Provide food to attract students—Advertise the food you plan to serve to increase attendance.
- Make the presentation as creative and engaging as possible. A straightforward PowerPoint is not as appealing to students as an interactive presentation. Past successful ideas have included games, contests, etc. Think outside the box!
- Keep formal presentations short (20 to 40 minutes) to allow time for questions and networking.
- Limit the number of slides and keep text to a minimum (if using PowerPoint). Keep presentation material on a USB for easy set-up.
- Provide hard-copy hand-outs and company “swag” (t-shirts, water bottles, pens, etc.)

Ideas for Content

- A brief overview of your company as well as your industry
- An overview of the types of positions available for new graduates
- Internship program information
- International opportunities within your organization
- Company culture
- Connect the work in the internship or fulltime job to what students are learning in the classroom.

General Tips

- Specify what you look for in graduates, including the skills that are in demand in your organization.
- Explain the recruitment process—i.e. applications, types of interviews, etc.
- Specify the recruitment timeline, including important events, deadlines, and when offers are made.
- Give tips on how students can prepare for the recruitment process.
- Explain what a student can do to stand out from the competition.
- Include MIT alumni and recent student interns. Students respond well to listening to the experiences of individuals, so profile employees with the details of their career path since graduation.
- Target students to attend your company presentation using CareerBridge search function.
- Invite specific student organizations that you feel are closely aligned to the company or industry through the use of the MIT Association of Student Activities Database MIT ASA Database.

If you are looking for ways to draw a large crowd to your presentation, check out the Advertise at MIT section of the GECD website.